

Joy O. McLeod
Sr. User Experience Specialist

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Profile

User-experience Specialist with proven know-how to combine creative usability centered goals and business requirements, resulting in world-class solutions for web and mobile applications.

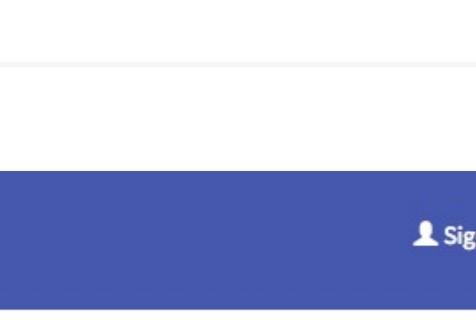
Work Experience

SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Peraton	03/21 - Present
SENIOR UX SPECIALIST, PROJECT/TEAM LEAD Northrop Grumman	09/19 - 03/21
UX DESIGN LEAD Aquent Vitamin T	03/18 - 08/19
UX DESIGN LEAD Sorterbox	03/16 - 12/17
UX DESIGNER Irodah International Ltd.	12/15 - 03/17
UX DESIGN STRATEGIST TimbaObjects Technologies Ltd.	12/10 - 07/15
Web Experience/Customer Experience Freelance Consultant	2006 - 2010

Skills

- REQUIREMENTS DEFINITION
- USE CASES
- PERSONA CREATION/JOURNEY MAPPING
- INFORMATION ARCHITECTURE
- USER RESEARCH/STRATEGY
- USABILITY PROTOCOLS/BLUEPRINT
- USER FLOWS
- A/B, CARD SORT
- USABILITY TESTING
- AFFINITY/USE CASE DIAGRAMS
- WIREFRAMING/PROTOTYPING
- SKETCH/ILLUSTRATOR/AXURE/FIGMA
- BALSAMIQ
- ADOBE DREAMWEAVER/XD
- UX, UI DESIGN, SERVICE DESIGN
- WEB ACCESSIBILITY / 508 COMPLIANCE

FRONT END SKILLS SET



Education

BSc COMPUTING AND ITS PRACTICES Open University, United Kingdom.	2010
Program Highlights: <ul style="list-style-type: none">→ Interaction design, User Experience, Web Accessibility→ Software engineering with objects→ Computing→ Developing concurrent distributed systems	

Portfolio Samples

SuperGood

Role - Concept Design.

Welcome to SuperGood!

Your number one nutrient-dense superpowers packed smoothie, fuel your life with healthy, wholesome food.

Email Address Sign up for mailing list

Loose Weight: Our smoothie is very healthy and promotes weightloss in an organic manner.

Add Muscle: Our wholesome brand gives you the necessary proteins and nutrients that promotes muscle growth.

Stay Alert: Whenever you are on the go and you need to stay alert, SuperGood has got you covered.

The scope of the project was to raise awareness for a nutritional brand and also collect email addresses for mailing list to keep people up to date on the products, all within a landing page.

In this design, I used warm colors like orange to evoke energy, happiness and vitality, which aligns with health and is one of the product attribute. The blue color complements the design to exude calmness. The layout, typography, background image, and visual hierarchy works harmoniously with the brand and also passes the intended message across to customers.

MG Dashboard

MG Analytical Dashboard

Role - UX Designer.

States: 8 LGAs: 40 Centers: 600 Performance: 6.6

States	Week 1	Week 2	Week 3	Week 4	Month (4 Weeks)			
Abia	660	6.6	500	6.0	200	555	2215	5.5
Anambra	400	4.0	700	7.0	470	666	2236	5.6
Delta	37	-0.3	760	7.6	230	777	1804	4.5
Edo	360	3.6	190	1.9	450	888	1888	4.7
Imo	420	4.2	250	2.5	349	999	2018	5.0
Kogi	370	3.7	400	4.0	566	1000	2336	5.0
Osun	0	-1.0	140	1.4	450	129	719	1.8
Oyo	1000	-0.1	300	3.0	44	850	2194	5.5

Year Round Performance

The chart shows performance trends from Jan '15 to Jan '16 for regions Abia, Anambra, Delta, Edo, Imo, Ogun, Ondo, Osun, and Oyo. The Y-axis represents performance values ranging from 0 to 1. The X-axis shows months from Jan '15 to Jan '16. Most regions show a general upward trend, with significant peaks around April and October 2015.

Tableau User Access Request

Tableau User Access Request

Role - UX Research, Strategist & Designer.

The Users: Data Monitors and Business Analysts

The Problem: No validation of form

The Process: Derived business processes, analyzed user needs, assisted in requirements definition, designed browser-based interfaces, and conduct usability testing.

The Solution: Redundancy is eliminated, Work flow became automated, Quality and consistency of data is improved due to automatic lookup of access requests on the server, Validation of data reduced time to fill out and complete process requests, Target users had a central repository to view requests.

Prototype Sample

PROOF

Role - UX & UI Designer.

PROOF ASSESSMENT SYSTEM

Improve how you build and deliver your assessments. Increase reliability and validity. Automate management of certification programs.

Start Free Trial

Develop Your Exam: You want to build better tests, you better do it right. We've got you covered with best practices and implement psychometrics. We've got evidence-based research and fancy randomization.

Deliver Your Exam: Implement state-of-the-art approaches like adaptive testing and enhanced item types with the option for virtual proctoring or enhanced test centers. Our system has delivered exams for you.

Manage Your Exam: Our revolutionary platform center also allows you to easily manage certification and licensure programs, including your own testing locations. No staff? We can even run it for you effectively.

Grow Your Exam: Analyze your tests with classical test theory or item response theory and automatically produce beautiful report documents. Implement next-generation computerized adaptive tests (CAT).

Tableau User Access Request

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Role - UX Research, Strategist & Designer.

The Users: Data Monitors and Business Analysts

The Problem: Incorrect input of groups being requested. This is slightly alleviated with a new version using picklist. Picklist is manually updated by admins weekly. Also, requestor doesn't understand domain groups.

The Process: Incorrect input of pins or domains. This is slightly alleviated with a new version using predefined checklist of domains. Requestors aren't taking the time to verify PINs before submitting request.

The Solution: Non-PLS requesting access for users or PLs requesting access for users to be added to group/projects that they are not part of. This can be alleviated with a new Tableau report but still cumbersome for multiple user request.

Tableau has no way to add multiple users to an existing group. This appears to be the most time-consuming part of the process for onboarding users. You must manually copy/paste or enter PINs and then check a box for each user before a user can be added to a project.

Prototype Sample

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Tableau User Access Request

Tableau User Access Request

Role - UX Research, Strategist & Designer.

The Users: Data Monitors and Business Analysts

The Problem: Outdated web pages that needed to be updated to conform to customer needs

The Process: Stakeholder brainstorming session and presentation, covered scope, research, competitive analysis, content inventory, metrics analysis prototypes and Web Accessibility.

The Solution: Translated concepts into user interface design specifications for web portal and mobile portal. Designed high-impact, customer-centered pages that conveyed the company's brand, value proposition and industry-leading functionality.

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